

Michelle Stelko Favero

Art Producer & Outsource Lead | Remote Teams | QA | Pipeline Management

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SUMMARY

Art Producer and Outsource Lead with nearly two decades of experience managing remote creative teams and large-scale asset pipelines. Led 200+ artists and 30 Feedback Managers across 9 countries (Spain, Italy, Russia, India, Colombia, Mexico, Brazil) delivering AR assets for Amazon and Wayfair. Designed tiered QA systems and feedback protocols that scaled quality across language barriers and timezone differences. Currently working as a Product Tech Artist at Sett — bridging developers and art teams for mobile game performance marketing across 30+ titles. Available for remote roles (EU) and hybrid positions in Spain.

MANAGEMENT HIGHLIGHT — SCALING QUALITY ACROSS 8 COUNTRIES

At Creators3D / Hexa3D, I managed a distributed team of 20+ artists across 9 countries to deliver thousands of AR assets for Amazon and Wayfair. I designed a tiered feedback system using annotated visual references and side-by-side benchmarks — replacing text-only critiques that failed across language barriers. I trained "Feedback Masters" (senior artists acting as quality ambassadors in regional sub-teams), which multiplied review efficiency and reduced rework cycles. The pipeline became the standard workflow for all Amazon AR projects at Hexa3D.

PROFESSIONAL EXPERIENCE

Product Tech Artist — Art & Tech Bridge

Sett • Tel Aviv, Israel (Remote) • Feb 2025 – Present

- Bridge between developers and art teams across 30+ simultaneous game advertising projects.
- Coordinated with engineers to validate Unity tools and modules before artist handoff.
- Managed asset production workflows for multiple campaigns simultaneously.

Motion Graphic Designer — Mobile Game Advertising

Sett • Tel Aviv, Israel (Remote) • May 2024 – Feb 2025

- Produced playable ads and marketing assets using Unity and After Effects for global mobile game campaigns.

Independent Consultant — Workflow & Strategy Optimization

GLG • Spain (Remote) • Mar 2024 – Present

- Consulted creative businesses on improving asset workflows, team operations, and 3D production pipelines.
- Provided strategic recommendations to scale collaboration, productivity, and outsourcing practices.

Team Leader & Quality Supervisor — AR Asset Pipeline

Creators3D / Hexa3D • Tel Aviv, Israel (Remote) • Jul 2020 – Sep 2022

- Led 200+ artists and 30 Feedback Managers across 9 countries (Spain, Italy, Russia, India, Colombia, Mexico, Brazil).
- Designed and enforced QA standards for AR assets for Amazon, Wayfair, and Hexa3D — thousands of assets per quarter.
- Created tiered feedback systems using annotated visual references and benchmark comparisons to overcome language barriers.
- Trained and supervised Feedback Masters — senior artists acting as quality ambassadors within regional sub-teams.
- Managed onboarding, performance reviews, and cross-team communication across multiple time zones.

3D Artist — High-Impact Product Visualizations

AMZ4YOU • Germany (Remote) • Dec 2023 – Apr 2024

- Delivered high-converting 3D product assets for e-commerce and Amazon advertising under tight deadlines.

3D Environment Artist — Unreal Engine 5

Fox Code Games • Portugal (Remote) • Jun 2023 – Dec 2023

- Level design, asset production, and gameplay trailer for an indie shooter game in UE5.

3D Visualizer

Geekshark • Portimão, Portugal • Sep 2022 – Jun 2023

- Architectural visualization in 3ds Max, Unity, Unreal Engine, V-Ray, and Chaos Vantage.

Senior 3D Artist

CreativeDrive • Florianópolis, Brazil • Apr 2018 – Jul 2019

- High-fidelity 3D modeling for mobile e-commerce (Wayfair, The Home Depot, Amazon, Material Bank).

Senior Character Artist & Founder

GeekCats • Curitiba, Brazil • Jun 2009 – Sep 2017

- Founded and managed an original cartoon IP with 100,000+ Facebook fans and Top Blog award (2010).
- 2D illustration, e-commerce management, customer service, and brand development.

Lead Character Artist

Sylic Games • Curitiba, Brazil • Apr 2003 – Dec 2004

- Team leadership and art direction for game character production.

SKILLS & TOOLS

Leadership & Management: Remote Team Leadership, Outsource Management, QA Systems, Feedback Protocols, Cross-Cultural Collaboration

Production & Pipeline: Asset Production Management, Workflow Optimization, Pipeline Design, Creative Direction

3D & Tech Art: Unity, Unreal Engine 5, 3ds Max, Blender, Substance Painter

Motion & AI: After Effects, Adobe Premiere Pro, Adobe Firefly, Runway, Kling AI, Heygen

Tools & Collaboration: Git, Slack, Monday, Trello, Figma, Jira

EDUCATION

Bachelor's in Industrial and Product Design

Universidade Federal do Paraná • 1998 – 2004

3ds Max Instructor — Characters, Architecture & Advanced Modules

Cadritech • 1999 – 2004

Unity Shader Graph: Create Procedural Shaders & Dynamic FX

Udemy — GameDev.tv Team, Chris Kurhan • Mar 2026

LANGUAGES

Portuguese (Native) • English (Full Professional) • Spanish (Conversational)

References available upon request.